

TOURING WEEK IS HERE, MOTORISTS

Genie Wonders of New York State Will Attract Many Tourists This Week.

From all parts of the country come reports of preparation on the part of motorists for participation in the touring week. New cars are being purchased in anticipation of the festivities and old ones are being overhauled. National touring week is bent on getting the motorist out of the groove in which he has been running his automobile and into the open air and to the wonders of nature.

That scenic beauty and nature's wonders hide within every State is the sermon being preached by the touring week movement. The motorist has but to set forth in his car and get off the beaten trail a few stages to find the spell of sequestered living and the charm of nature's artistry. Nature is prodigal with her charms.

Our great and varied State of New York sounds a call of the road to motorists that promise a vacation wheel, full measure to the liking of any whim. With lakes and mountains graced by legends of the Indian tribes and the woven with many a dark story of the Indian wars, it holds forth a lure in whatever direction the motorist may turn.

Our State is an expanse of beautiful valleys, knots of wooded hills and clusters of fair lakes. Everywhere is the bizarre sculpture of nature, the strange rock formations on which the redman based his numerous spiritual conceits. The Empire State is an empire of majestic scenery. It is often primitive. Yet the best of automobile roads thread through it from end to end to the other. The Adirondacks and the Catskills are one and the same in American parlance with picturesque highlands. Our Lake George, Lake Champlain, Lake Cayuga, Lake Seneca and Lake Oneida speak the best word in the lakes of our nation. The Hudson has proved its superlative beauty by refusing to grow commonplace. Niagara Falls has won the same crown of honor.

Let the motorist get going in his car with the most erratic fancy at the wheel and he will coast through a panorama of ever changing beauty, charming pastoral landscape, rugged mountain country and restful lake regions. Woodland glens and entrancing waterfalls are about him on every side.

A wonderful tour is a circuit of the northlands. One may link Albany, Lake George, Plattsburgh, Ogdensburg, Watertown and Syracuse. Another may link the Adirondacks and the Catskills. The traveler the sum total of New York's varied beauty. But numerous detours may be intercepted to suit the fancy of the tourist.

On this path the motorist visits Fort Ticonderoga, Keene Valley, St. Hubert's, Lake Placid. He may wheel to the prime to the foot of Mount Marcy, the highest peak in the State. In fact he courses through the region of New York where nature has worked in the most perfect manner. The tour through the northern sections on a par with the north for graceful and often rugged scenic beauty. After a brief jaunt of the ever new Hudson, the motorist may ferry the river at Nyack. Striking north through Suffern, one travels the west side of the Hudson to Newburgh and Kingston. From this former capital of the State the route heads for Cooperstown over splendid roads through wooded hills and valleys into the country of J. Fenimore Cooper. Many of the mountains about rise over 3,000 feet. This region holds Grand Gorge, Lake Otsego and Shandaken Notch.

The trip on to Syracuse is through a charming lake country. From Syracuse one may go on to Geneva, and a trip further to Niagara Falls, always worth another visit.

Coming back the circuit of the tour is continued from Geneva to Watkins Glen, one of the beauty spots of the State. The return trip may strike through Rhine, for a look at the Cornell campus or through Elmira.

The way now leads through both the Susquehanna and Delaware River valleys. One may dip down into Pennsylvania or follow the Delaware River down to Port Jervis. In each case the Mecca should be the Delaware Water Gap.

On the return to the Hudson is enjoyably motored through the Catskills and the beautiful Ramapo Valley.

Another tour of less length and pretension, though not less in charm, is through the Vocherous country. This is the region of Washington Irving. One courses Sleepy Hollow and the region transferred from old Dutch to modern English.

Why "BLOWOUTS" OCCUR.

There is a Deeper Reason for the Trouble Than Just Heat.

Among tire manufacturers it is a recognized fact that the lower the grade of rubber used in a tire the less time does it take to vulcanize or cure it to the point of greatest serviceability after leaving the building machines. And in these "quick cure" tires the adhesion of each layer of fabric to the other and of the tread to the tire carcass is likely to be much less perfect than in "slow cure" tires. Consequently, under the intense heat of the sun and of road friction separation of these units is likely to occur, threatening the entire structure of the tire and causing heat blowouts. In the higher grades of rubber their natural toughness and elasticity seem to resist, or take longer to absorb, the vulcanizing or hardening properties of the high temperature steam used in this operation, therefore requiring a longer "cure" and resulting in a much tougher and more serviceable tire in all respects.

"Federal tires have always been made from the highest grades of rubber and fabric, and vulcanized by what is known as the 'slow cure' process," said Herbert A. Johnson, general sales manager of the Federal Rubber Company, recently. "Each layer of fabric is impregnated with exceptionally pure rubber which in the tread makes this 'slow cure' necessary, adding materially to the cost of production. This results in a cohesion of all structural parts of the tire to such a degree of unity as to offer the greatest possible resistance to the disintegrating effects of heat, ensuring long service, and affording the best possible protection against the annoyance and danger of heat blowouts during the hot summer months."

By Cobb Drives a Dodge.

By Cobb is an ardent motorist. During the summer he has served the Detroit Tigers and has had many automobiles, but he has purchased recently a new Dodge. When the Tigers are in Detroit he drives for the day at home and drives to the park. Bobby Veach, leader for the Tigers, and "Big Sam" Rice, the first string catcher, also drive Dodge Brothers' cars.

PATHFINDER ACROSS CONTINENT ON HIGH

W. A. Weldely Drives Stock Car 4,889 Miles Without Gear Shifting.

The newest transcontinental feat to be scored by a motor car is that of journeying across the United States from the Pacific to the Atlantic coast on high gear. The credit for this performance belongs to a Pathfinder 1916 twelve cylinder car which was driven by Walter A. Weldely and "Heinie" Scheller. The distance covered, from San Diego, Cal., to New York, was 4,889 miles. The car used was a seven passenger stock touring model certified by officials of the American Automobile Association.

No attempt was made to break speed records on the trip, which was made over the Lincoln highway. The idea of the trip was to show that it was possible to cross the continent without shifting gears. The average running time was 200 miles a day.

To prove that the car made the entire trip on high, the Pathfinder Company made arrangements with the officials of the Lincoln Highway Association, motor club and newspaper representatives to escort the car from town to town. E. O. Hobbs of Pittsburgh observed the car for the longest distance, accompanying the car from Pittsburgh to New York. He was responsible for the test on Cove Mountain, where the car was stopped and started on high on the steepest part of the mountain.

Original California air arrived in New York in two of the Goodrich Silverton tires, and the same tires were used in the test at Sheepshead Bay Speedway Tuesday afternoon, when the car was escorted by the automobile editors of the New York newspapers and officials of the American Automobile Association to show that the Pathfinder Twelve could attain a speed of sixty miles an hour after crossing the continent on high with the same gear ratio. It was done and 7-10 miles was easily attained. The car was under a sanction from the American Automobile Association.

Over 175 Pathfinder owners, some of them decorated with medals, met the car at the Sheepshead Bay Speedway, making Tuesday a real Pathfinder day. Many of the cars greeted the high gear car at the Forty-second street ferry when Mr. Weldely arrived.

REPUBLIC TIRES IN CUBA. Demand for Good Tires There Is Unusually Large.

"Republic tires are again forging to the front in a business way abroad," says F. V. Springer, manager of the export department of the Republic Rubber Company, Youngstown, Ohio.

After giving the Youngstown tires grueling tests on some fifteen or more Havana, Cuba, decided to handle and heavy cars one of the largest firms in push Republic tires exclusively.

The new representative says there is a great demand for an extra good tire in Cuba, owing to the severe road and climatic conditions a tire is subjected to in that part of the world. The average life of the tires handled heretofore, he says, amounted to only two or three weeks.

Mr. Springer reports that business on the island is generally prosperous, especially during the sugar season. Industries. New Republic tire representations have been made in Sydney, Australia; San Salvador and Valparaiso. Several carloads of Republic tires and tubes are now on their way to these new distributors.

MADE TRIP ACROSS CONTINENT ON HIGH.



This impressive feat was accomplished by a Pathfinder Twelve Six by Walter Weldely. Pathfinder cars have been prominent in coast to coast tours in the past.

Many Boosters for Touring Week.

Goodrich Company.

"The B. F. Goodrich is heart and soul with National Touring Week," said E. C. Tibbitts, director of advertising for the Goodrich company. "Goodrich can always be counted upon to be a prime mover in any movement that is linked with American motoring. Goodrich is another way of spelling 'touring'."

As a matter of fact, the American automobile tour is the child of our company. We first fathered "See America First" in our advertising. We have made it a national song. "See America First by Seeing Your Own State First" is a variation pleasing to our ears.

"Undoubtedly the home State has its health and vitality and wonder give your vacation motoring tour, and many happy returns of the trip. We will do everything we possibly can to spread the sentiment and speed the motorist to the open road."

"But having aroused the American automobilist to discovering America, the B. F. Goodrich does not desert him once he is on the road. The B. F. Goodrich company equips him free of charge with a Road Book or a Road Log or a personally routed tour if he wishes it. When he has set forth the good will and service of the company parallel his route. Wherever he motor he will find the Goodrich guide post pointing the way for him."

"I doubt if the promoters of National Touring Week have a conception of all the native land, which rank just as attractive and interesting as those in foreign fields. Along we routed 40,000 separate persons, tours for motorists. We distributed 249,000 route books and 2,000,000 route cards. We actually reached 350,000 automobile owners personally."

The car ahead of our efforts is the Goodrich guide post. One hundred thousand strong, they guide American motorists over 35,000 miles of automobile roads in this country.

"Our guide post is the standard of road and route accuracy. It is the only national system of road marking, private or public, in this country."

"Even the Government has enlisted the Goodrich guide post. After we guided the Pacific slope the War Department drafted the road and the data we had collected and incorporated them into its defense of the Western coast."

"Naturally National Touring Week was assured of the support of the B. F. Goodrich company. We are with it for the greatest organized motoring tour this country has ever seen."

Overland Company.

The Willits-Overland company of Toledo, Ohio, has entered most enthusiastically into the preparations for National Touring Week, from August 6 to 12. Its army of dealers throughout the United States have taken hold of the suggestion for a nationwide tour of the country with their customers by land and sea, and Overland owners everywhere are being furnished with all available touring information.

"It is a splendid suggestion," said John N. Willits, head of the Willits-Overland company, when the National Touring Week idea was mentioned to him several weeks ago. "This is just the time to put such a plan into effect, because it happens to be the most desirable season of the year for touring and because the country roads as a rule are in the best of condition during the months of August, September and October. In my opinion, August is the ideal month for motoring. During its hot and stuffy days the automobile owners

can make the most of their opportunities to get out into the country, breathe clean air and enjoy the cool rush of the breeze as their cars carry them over the smooth public highways."

"During August the summer months, which make such admirable stopping places for the touring motorist, are at the height of their popularity. In fact, more of the world seems to be playing—every one appears to be on a vacation—and the man who does not own a car is unfortunate indeed."

"The Willits-Overland company has long made the practice of paying great attention to automobile owners and buyers during the summer touring months. We had the requirements of the motor tourist in mind when we were working night and day a few weeks ago to get out our new Model 75-B. We wanted it to be available for the public when the public could get the greatest satisfaction and pleasure out of it. Consequently the new model was placed on the market a few weeks ago. To-day we are turning out a thousand of them every twenty-four hours."

"But getting back to the original subject of the discussion—National Touring Week—there are many things to be derived from the touring movement besides pleasure. It is a chance to get out and meet his fellow man and get acquainted with his neighbors for miles around. It will broaden his intellectual and better fit him for fighting his own battles of life when he returns home. It is a great and excellent movement."

Chalmers Company.

"The plan for a National Touring Week, August 6 to 12, is one of the best ideas I have seen originated in connection with motoring for some time comments Hugh Chalmers, president of the Chalmers Motor Company. The plan was inaugurated at Detroit during the World's Salesmanship Congress."

"The few automobile owners really cash in on half the benefits that might be derived from their cars. The average man drives down to his office in the morning and home at night. Perhaps he takes the family for a spin after dinner."

"But as for packing the tonneau with touring duffle and striking out cross-country on a real motor vacation, not one-tenth of the American motorists know its possibilities."

"There are so many motor camp outfitting, beds, stoves, etc., which are compact and easily carried that it is quite possible to make a transcontinental trip without once buying a new car or a new outfit."

"If the rigors of touring it do not appeal, the countryside good roads activities have made it possible to travel anywhere on the continent without difficulty and find comfortable lodging every night."

"Every man who owns a car, if he can possibly arrange to get away, should join this National Touring Week. Those people who do not own cars but who are planning to buy some time in the near future should buy now, for the best part of the touring season, the late summer and fall, is still ahead."

Studebaker Company.

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Stewart-Warner's New Purchase.

The Stewart-Warner Speedometer Corporation of Chicago, Ill., producer of speedometers, automobile vacuum systems, motor driven tire pumps and other motor car accessories, has just announced the purchase of the entire business of the Vitay Company of Marshalltown, Ia., the widely known spark plug manufacturer.

Concerning V. S. Hansen, president of the Vitay company, has already identified himself with the Stewart-Warner organization and will have charge of the spark plug end of the business.

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HIGH SPEED MOTORS HIGHLY DEVELOPED

Comments Heard at the Silver Salesrooms Indicate Popularity of This Type.

That the development of high speed motors has been followed almost as closely by the motoring public as by engineers is one of the things that have been forcibly impressed on the mind of C. T. Silver since he took over the distributorship of Chalmers cars two weeks ago. From the day that the 3100 R. P. M. Chalmers made its appearance on the salesroom floor the comment and inquiries of prospective customers—there have been hundreds of them—have been directed toward this trend in engineering.

With characteristic Chalmers promptness, the Silvers organization has been familiarized with the advantage of the high speed motor, and has already gone through an intensive education in the various features of the car. The arrival of a week ago last Thursday of C. T. Hinkley, chief engineer and production manager, who designed the motor, and A. Pfeffer, general manager, and Frank B. Willis, general sales manager, of the Chalmers Motor Company, was followed on Friday by a dinner at the Ritz-Carlton, given by Mr. Silvers to

his executives, salesmen and the heads of his various branches.

At this dinner Mr. Hinkley, by means of blue prints and drawings, went through the motor in detail, and Chalmers sales methods and standards were thoroughly outlined by Mr. Pfeffer and Mr. Willis. This course of instruction was followed Sunday by a practical demonstration of 3400 R. P. M. capabilities.

Ten cars were lined up at the Silver headquarters and the entire sales organization, numbering nearly forty men, spent the greater part of the day riding about the city and on nearby country roads. Every one in the party was required at some time or other to take charge of and drive one of the cars. Every possible contingency was discussed and illustrated.

The famous New York testing hills were climbed on high gear at low and high speed, the cars were run at top speed for short stretches to illustrate the amazing pick up of the motor and quickly reduced to two or three miles an hour to demonstrate its flexibility. As a result, in Mr. Silver's opinion, his sales force has more enthusiasm than any other in the city, and the volume of sales they are making bears him out.

"In taking over a new line of cars I was inclined to look for a short period of dulness," Mr. Silver said yesterday, "but the opposite has been the case. There was a tremendous response from motorists, and the sales to date have been far beyond our expectation. Best of all, the factory is backing us up nobly in meeting the problem of making prompt deliveries."

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ARITHMETIC

POLARINE in your crank-case plus **Socoy Motor Gasoline** in your tank equals a care-free tour.

LOOK for THIS SIGN

STANDARD OIL CO. OF N.Y.

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CHANDLER SIX \$1295

The Chandler Leads in Price and Style and Certainty of Service

NEVER before has the Chandler leadership been so obvious to so many people as it is now, at the height of the 1916 season.

At a time when so many cars are "marked up" a hundred dollars or more, the Chandler leads with the same low price established eighteen months ago.

In the midst of a horde of new types and styles of engines, "The Marvelous Motor" leads in certainty of service. Built in the Chandler factory ever since the first Chandler car was marketed, this famous motor—refined, more powerful, more flexible,—still leads most distinctly because free from any hint of experimentation or uncertain theory.

And Chandler leads quite as clearly in beauty of body design, refinement of finish in every detail and luxury of upholstery. It is not surprising that many thousands of new owners have joined the Chandler ranks this year. You will be delighted with your Chandler.

Seven-Passenger Touring Car . . . \$1295
Four-Passenger Roadster . . . \$1295
(F. O. B. Cleveland)

BRADY-MURRAY MOTORS CORPORATION
New York's Most Complete Motor Car Institution
1884 Broadway, at 62nd Street Telephone, 9175 Columbus
FARRELL AUTO CO. W. C. D. MOTOR CAR CO. C. T. BECKMAN & SON
1884 Bedford Ave., Brooklyn 299 Central Ave., Newark 2351 Boulevard, Jersey City
CHANDLER MOTOR CAR CO., CLEVELAND, OHIO

The Apperson Roadplane is so sturdy in construction and so accurate in design, with parts so minutely machined and built of such quality, that the entire mechanism performs extraordinarily and helps in a great measure to give it the strides of an aeroplane.

Sixes, \$1750.00
Seven passenger touring car and the famous four passenger Chummy Roadster.

Eights, \$2000.00
Seven passenger touring car and the famous four passenger Chummy Roadster.

Dimond-Apperson Motor Co., Broadway at 61st Street, New York City.

Apperson Bros. Auto Company, Manufacturers, Kokomo, Indiana.

General

THE UNIVERSAL CAR

New Prices August 1, 1916

The following prices for Ford cars will be effective on and after August 1st, 1916

Chassis	\$325.00
Runabout	345.00
Touring Car	360.00
Coupelet	505.00
Town Car	595.00
Sedan	645.00

f. o. b. Detroit

These prices are positively guaranteed against any reduction before August 1st, 1917, but there is no guarantee against an advance in price at any time.

OUR BRANCH IN NEW YORK, 1723 Broadway. BROOKLYN, 1527 Bedford Av. LONG ISLAND CITY, 564 Jackson Av. THE BRONX, 607 Bergen Av. YONKERS, 219 South Broadway.